

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W
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P 191348Z DEC 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC PRIORITY 9438

UNCLAS TEL AVIV 8031

FOR COMMERCE-MURRIN BIC/OIM/SAD FROM CUMMINGS

E.O. 11652: NA

TAGS: BEXP IS

SUBJ: U.S. CHEMICAL AND PETROCHEMICAL TRADE MISSION

1. MISSION ACTIVITIES CONCLUDED DEC 19 WITH MOST MISSION
MEMBERS DEPARTING TEL AVIV 19 AND 20TH. RESULTS AS FOLLOWS:
SALES DURING EVENT \$0

EXPECTED NEXT 12 MONTHS \$295,000

2. MISSION WARMLY RECEIVED BY BOTH PRIVATE BUSINESSMEN AND
OFFICIALS IN GOVERNMENT CONTROLLED INDUSTRIES RELATED
TO CHEMICAL AND PETROCHEMICAL EQUIPMENT AND INSTRUMENTATION.
EMBASSY SUPPORT EXCELLENT. AMBASSADOR, ECONOMIC COUNSELOR,
COMMERCIAL ATTACHE AND E/C COMMERCIAL STAFF MEMBERS ALL
CONTRIBUTED SUBSTANTIALLY TO EFFECTIVE OPERATION OF MISSION.
INDIVIDUAL BUSINESS MEMBERS HIGH IN PRAISE OF ALL OUT
EMBASSY SUPPORT.

3. MISSION MEMBERS NOT DISAPPOINTED AT FAILURE TO MAKE
IMMEDIATE SALES. IMMEDIATE SALES WERE NOT ANTICIPATED
FOR REASONS GIVEN IN MISSION HIGHLIGHTS FROM TEHRAN.
SAME FACTORS INFLUENCE EXPECTED SALES FOR NEXT 12 MONTHS;
HOWEVER, 32 SALES LEADS WERE DEVELOPED ALONG WITH 16
LEADS ON SALES REPRESENTATION, 8 LEADS ON JOINT VENTURE
AND 4 LEADS ON LICENSE AGREEMENTS ONE OF WHICH IS
EXPECTED TO BE SIGNED IN 1976.

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4. ALL MEMBERS REGARD TIME AND MONEY COSTS OF MISSION WELL

SPENT AND SEVERAL PLAN TO REVISIT ISRAEL WITHIN A FEW MONTHS. COMMENTS OF MEMBERS FOLLOW:
WEBBROWN OF THERMON MFG QUOTE WE WILL DEFINITELY SIGN A CONTRACT WITH A SALES REPRESENTATIVE WHO WE MET AS A DIRECT RESULT OF THE MISSION. ISRAELI BUSINESSMEN WHO I WOULD NOT OTHERWISE MEET ATTENDED A RECEPTION FOR THE MISSION HELD BY THE AMERICAN AMBASSADOR AT HIS RESIDENCE END QUOTE CHARLES A. BELL PRESIDENT PRECISION SYSTEMS INC. QUOTE AS A RESULT OF THE WORK DONE FOR THIS MISSION BY THE COMMERCIAL ATTACHE AND HIS STAFF I WAS ABLE TO EXCEED MY GOALS AND EXPECTATIONS IN A MUCH SHORTER TIME THAN WOULD HAVE BEEN POSSIBLE HAD I ATTEMPTED TO PENETRATE THE MARKET ALONE. MY HIGHEST PRAISE GOES FOR COMMERCIAL ATTACHE LEE COLLINS AND HIS STAFF UNQUOTE. JOHN DIXON SOUTHERN HEAT EXCHANGER CORP QUOTE THE ORGANIZATION AND EXECUTION OF THIS TRADE MISSION WAS FIRST CLASS. FOR SOUTHERN IT WAS AN INTRODUCTION TO ISRAELI MARKETS AND A GOOD EDUCATION. WE ABSOLUTELY COULD NOT HAVE GOTTEN THIS KIND OF EXPOSURE ON OUR OWN END QUOTE. CHARLES SNYDER OF DIXIE STEEL SUPPLY INC. AND SOUTHERN RESINS INC QUOTE IT IS QUITE EVIDENT THAT LEE COLLINS AND HIS STAFF PUT FORTH CONSIDERABLE EFFORT IN ARRANGING APPOINTMENTS WITH ISRAELI BUSINESSMEN. THIS WAS A VERY PROFESSIONAL WAY OF SELECTING APPROPRIATE CONTACTS AND ARRANGING DESIRABLE PLANT AND OFFICE VISITS END QUOTE. ROBERT BARTHOLOMEW OF C.A. LAWTON CO. QUOTE ALTHOUGH THE MARKET IS SMALL FOR MY PRODUCT LINE I REGARDED THE TRADE MISSION AS OFFERING THE BEST AND MOST ECONOMICAL METHOD OF CONDUCTING A RELIABLE MARKET SURVEY END QUOTE. ROBERT ALLEN, WORLD WIDE CONSTRUCTION SERVICES, INC. QUOTE THE CONTACTS ARRANGED BY THE EMBASSY SUPPLEMENTED MY CONTACTS AND WERE MOST HELPFUL. I WOULD EXPECT THAT OUR COMPANY WOULD SET UP OFFICE IN ISRAEL WITHIN THE NEXT TWO YEARS END QUOTE.

5. REVIEW WITH EMBASSY BUDGET OFFICER INDICATES MISSION EXPENDITURES BELOW ALLOCATED BUDGET. OUTSTANDING BILLS WILL BE PAID PROMPTLY AND FINAL ACCOUNTING SUBMITTED IN CUSTOMARY MANNER.

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6. CUMMINGS DEPARTS TEL AVIV DEC 20.
TOON

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